



CITY OF DURHAM | DURHAM COUNTY  
NORTH CAROLINA

CERTIFICATE OF APPROPRIATENESS REPORT



Meeting Date: April 7, 2015

Case	COA1500017	Type	Minor Work
Project Name	315 East Chapel Hill Street - Sign		
Applicant	Allen Industries, Inc.		
Owner	Hotel Durham, LLP		
PIN(s)	0821-08-97-2898	Acreage	0.188 acres
Location	North side of East Chapel Hill Street at intersection with Holland Street		
Zoning	Downtown Design - Core (DD-C)		
Historic District	Downtown Durham		
Significance	Contributing		

**A. Summary of Proposed Work**

The applicant proposes to install a vertical sign totaling three feet in width and 36 feet in height on the primary street-facing building facade. Details regarding the proposal can be found in the application materials (Attachment 1).

**B. Historical Context and Significance**

This property is located within the Downtown Durham Historic District, designated by the City Council in May of 1989. The Plan, as revised in August of 2011, indicates that the building was built in 1968, is contributing to the historic character of the District, and is listed in sound condition (pg. 69).

*Unified Development Ordinance* paragraph 3.17.10B establishes the approval criteria for certificates of appropriateness in historic districts as follows:

In granting a certificate of appropriateness, the HPC shall take into account, in accordance with the principles and design review criteria of the Historic Preservation Plan adopted for the historic district:

1. The historic or architectural significance of the structure under consideration in relation to the historic value of the district;
2. The exterior form and appearance of any proposed additions or modifications to that structure; and
3. The effect of such additions or modifications upon other structures in the vicinity.

The relevant principles and design review criteria referenced above are found in chapter V of the *Downtown Durham Historic District Preservation Plan* ("Plan"). The Plan states:

*"Work within the historic district must comply with the Secretary's Standards for Rehabilitation." (pg. 53)*

*"When a development project is being reviewed for compatibility with the criteria in this Plan, the streetscape criteria will apply in addition to the appropriate structure criteria." (pg. 53)*

Because the structure is contributing to a historic district, both the Secretary of Interior's Standards and the local historic district review criteria apply.

### **C. Review Criteria and Staff Analysis**

Below are the review criteria that staff believes are relevant to this case, which includes excerpts from the Secretary of the Interior's Standards for Rehabilitation and the Local Review Criteria in the Plan.

#### **1. Secretary of the Interior's Standards for Rehabilitation (Plan, pg. 52)**

- a. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.

*Staff analysis: The proposed sign appears to meet this standard in that the building will retain its commercial use, although as a hotel rather than a financial institution. This change in use does not appear to affect the character of requisite signage.*

- b. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.

*Staff analysis: The proposed sign appears to meet this standard in that it does not require the removal of distinctive materials. Instead, it*

*restores signage to the building in the same place and configuration as was originally installed.*

- c. Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.

*Staff analysis: The proposed sign appears to meet this standard in that it does not add conjectural elements that create a false sense of development. Photographic evidence shows the design of the original sign on the building, which reads: "Home Savings." The proposed sign duplicates this look but instead reads "The Durham," clearly distinguishing itself from the original.*

- d. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.

*Staff analysis: The proposed sign appears to meet this standard because it does not remove any distinctive materials from the building.*

- e. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.

*Staff analysis: The proposed sign appears to partially meet this standard because it replaces a distinctive feature with a new feature that matches the old in its design (including size, scale, style, materials, and graphics). However, where the original sign used red letters on a white background, the proposed sign uses gold letters (matching the building's original gold trim) on a translucent white background.*

- f. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

*Staff analysis: The proposed sign appears to meet this standard in that it restores a distinctive feature to the street elevation in a manner that*

*is comparable to the original in its general design while distinguishing itself through its coloration and copy (text) content.*

- g. New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

*Staff analysis: The proposed sign appears to meet this standard in that it will be affixed to the building via wall anchors into stuccoed concrete, which, if removed, could be parge-coated. Electrical penetrations for sign illumination have been minimized to two to preserve the integrity of the original concrete.*

## **2. Local Review Criteria (Plan, pg. 53–60)**

### **a. Streetscape**

Streetscape is a general term used to describe the urban landscape. The streetscape includes streets, sidewalks, plazas, traffic signs, utility lines and fixtures, planters and landscape plantings, street lighting fixtures, fountains and water features, benches, trash receptacles, bicycle racks, bus shelters and any other sidewalk furniture. The Downtown Streetscape chapter of the Durham Design Manual contains the streetscape guidelines that shall apply in the district.

#### **i. Signs and Awnings**

- Signs and awnings should be compatible with the structure in size, scale, style, material, and graphics.
- Avoid removing distinctive signs that are an integral part of the facade or contribute to the historic character of the structure or District.
- The location of new signs and awnings on commercial buildings should conform with the appropriate placement of signs and awnings on historic buildings.
- Design and locate storefront signs so that they do not obstruct architectural details of the building.
- Attach storefront signs in a manner which does not cause damage or major alteration to the historic elements of a building.
- Do not use translucent plastic signs which have lighting within the sign, where the background is completely illuminated.
- Billboards and large billboard type signs are not appropriate in the District.



*Staff analysis: The proposed sign appears to meet this criterion in that it is compatible with the structure in size, scale, style, material and graphics. The sign measures three by 36 feet, consisting of nine individual aluminum cabinets, each containing a letter. The cabinets have translucent (clear polycarbonate) faces that are illuminated from within with white light-emitting diode (LED) bulbs. The letters themselves are opaque to show as gold during the day and black at night. This configuration is prohibited by the criterion; however, it is the configuration of the original sign. The proposed signage is located on the corner tower of the street facade, accenting a strong vertical element, where the original signage was located.*

#### **D. Recommendation**

The Planning staff will make a recommendation after the public testimony during the hearing.

#### **E. Possible Motion**

The Durham Historic Preservation Commission finds that, in the case COA1500017, 315 East Chapel Hill Street - Sign:

- The proposed signage will consist of nine individual aluminum cabinets with clear polycarbonate faces illuminated from within with white LED bulbs.
- The proposed signage will be affixed to the southwest tower via wall anchors and will require two new wall penetrations for electrical connections.
- The proposed signage intends to match the original 1968 signage in its general design, but differs in color, using gold lettering instead of red.

Therefore, the conclusion of law is that the proposed addition [is or is not] consistent with the historic character and qualities of the Historic District and [is or is not] consistent with the *Secretary of Interior Standards for Rehabilitation* and the Local Review Criteria, specifically the guidelines listed in the staff report, and the Durham Historic Preservation Commission [approves or denies] the Certificate of Appropriateness for case COA1500017, 315 East Chapel Hill Street - Sign *[with the following conditions]*.

**F. Notification**

Staff certifies that notification letters to adjacent property owners were sent in accordance with Section 3.2.5 of the Unified Development Ordinance.

**G. Staff Contact**

Karla Rosenberg, Planner, (919) 560-4137 extension 28259,  
Karla.Rosenberg@DurhamNC.gov

**H. Attachments**

Attachment 1, Application Materials  
Attachment 2, Context Map

Rev. July 2014



Durham City-County Planning Department



# MINOR AND MAJOR CERTIFICATE OF APPROPRIATENESS APPLICATION

**Property Information**

Case Number (STAFF ONLY): <u>COA1500017</u>		PID: <u>103006</u>
Site Address: <u>315 E. Chapel Hill Street</u>		PIN: <u>0821-08-97-2898</u>
Local District: <u>None Downtown Durham</u>	Local Landmark: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Local District Classification: <input checked="" type="checkbox"/> Contributing (includes pivotal) <input type="checkbox"/> Non-Contributing (includes intrusive) <input type="checkbox"/> Not listed		
National Register District:	Tax credit project? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Is this an amendment to a previously approved COA? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		Prior COA Case #:
Request Type: <input checked="" type="checkbox"/> Minor COA (Fee: \$209) <input type="checkbox"/> Major COA (Fee: \$439)		
Scope of Work (check all that apply): <input type="checkbox"/> New Construction <input type="checkbox"/> Addition <input type="checkbox"/> Modification(s) <input checked="" type="checkbox"/> Sign(s) <input type="checkbox"/> Demolition <input type="checkbox"/> Site Work <input type="checkbox"/> Master (only applicable to City, County, or public utility companies)		

**Property Owner**

Name: <u>Hotel Durham, LLP</u>	Telephone: <u>919-672-0479</u>
Contact Person: <u>Daniel Robinson</u>	Email: <u>d.robinson@arcfi.com</u>

**\*\*A pre-submittal meeting with Planning staff is required prior to submitting a Minor/Major/Master COA application. This meeting must take place no later than close of business on the Monday prior to the COA deadline.\*\***

**Certification:** I (We), the undersigned, do hereby make an application for a Certificate of Appropriateness (COA) for the following proposals and plans to be undertaken within the boundaries of a Durham Historic District or Landmark.

I (We) also understand that all the required information must be supplied for this application to be considered complete and valid. I (We) met with staff for the required pre-submittal meeting on \_\_\_\_\_.

*D.R.*

Owner Signature

February 3, 2015

Date

**Applicant (if different than Property Owner)**

Name: <u>Allen Industries Inc.</u>	Affiliation: <u>Sign vendor/installer</u>
Address: <u>4100 Sheraton Court</u>	Telephone: <u>336-615-8686</u>
City/State/ZIP: <u>Greensboro, NC 27410</u>	Email: <u>anne.parker@allenindustries.com</u>

**Tracking Information (Staff Only)**

Case Planner:	HPC Date:
Rec'd by:	Date rec'd: <u>2/16/15</u> Fee: <u>\$209.00</u> <u>CK#645018</u>

## **COA Application Attachments**

### **Project Intent and Background Statement:**

The former Home Savings building is being converted into a luxury hotel, "The Durham". Our proposed signage is an homage to the original signage from the late sixties, and complimentary to the building's historic roots and current intended use. The gold color is consistent with the colors in the district and on the building itself. The signage enhances the dramatic modern style corner element of the building, and is appropriate in size and scale.

### **Scope of Work Description:**

The sign is composed of 9 double-faced cabinets constructed of aluminum (painted gold to match the gold on the building), with pan formed faces. The use of raceways painted to match the building reduces the number of electrical penetrations required to only two. The letter graphics are to be second-surface opaque gold on translucent white background to appear gold during the day and black at night. The top cabinet will be positioned at the height of the original sign.

### **Local Review Criteria Compliance Statement:**

#### **Signs and Awnings**

1. The signage is compatible with the building in size, scale, style, material and graphics.
2. Old signage has already been removed from the building during construction. The old Mutual Community Savings signage did not have any historical significance.
3. The new sign will be positioned in the same location as the original Home Savings sign.
4. The sign does not obstruct any architectural details of the building-in fact it enhances the dramatic modern style corner element.
5. Use of slim-line raceways for mounting reduces the number of electrical penetrations to only two.
6. The sign is composed of 9 double-faced cabinets constructed of aluminum (painted gold to match the gold on the building), with pan formed faces with letter graphics. Only the faces are polycarbonate. The sign is quite similar in appearance to the original Home Savings sign.
7. No billboards are proposed.



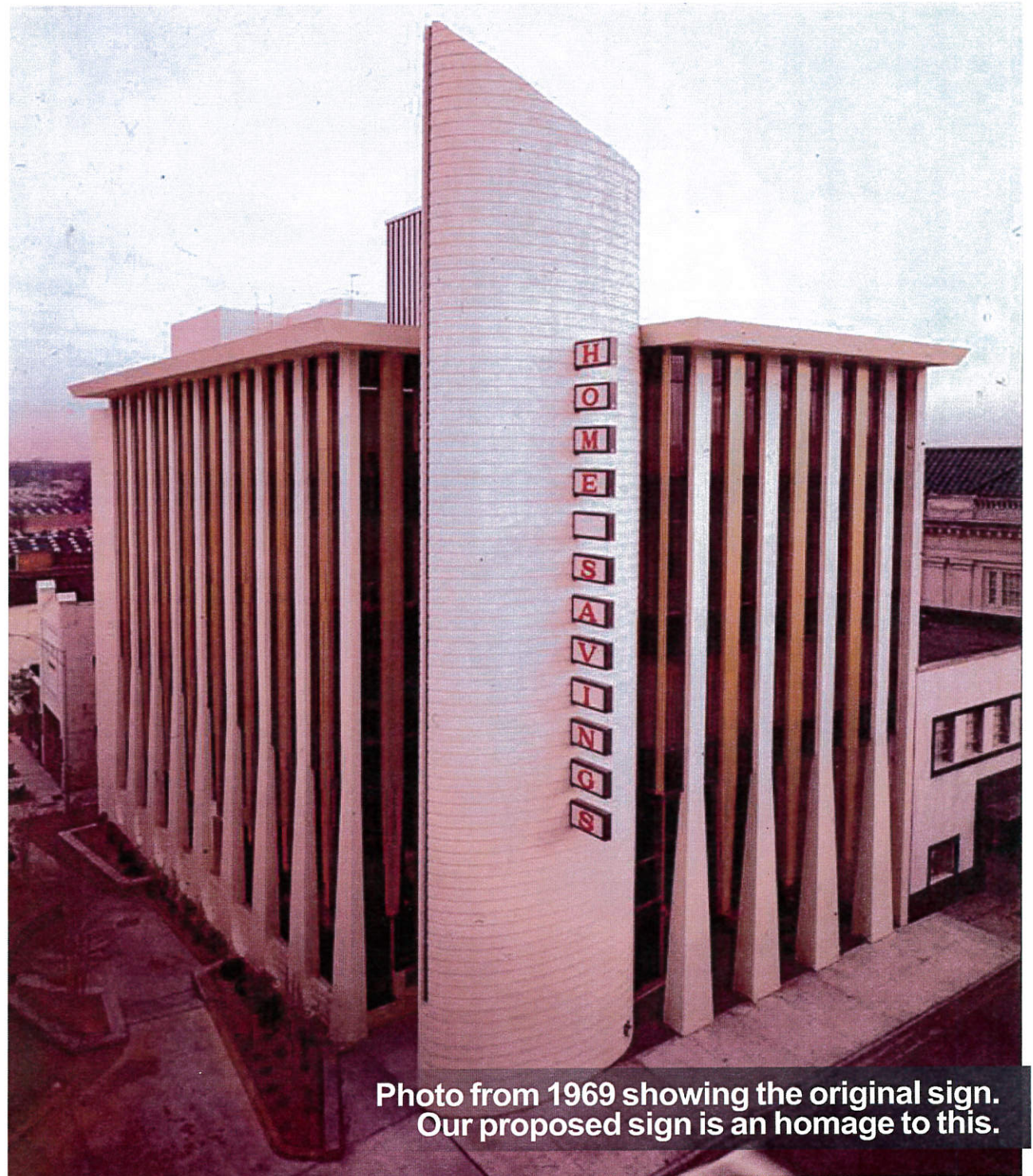


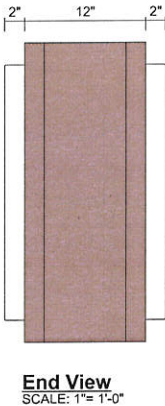
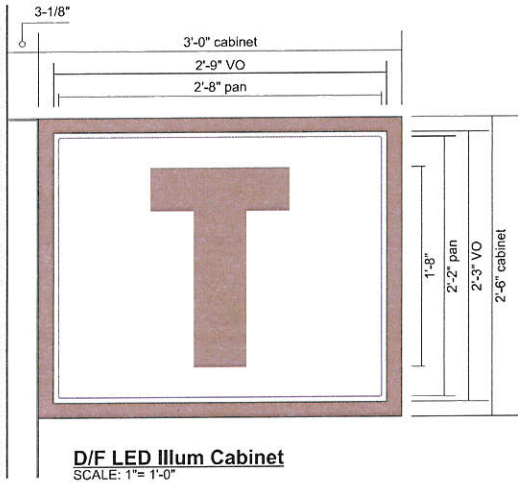
Photo from 1969 showing the original sign.  
Our proposed sign is an homage to this.



Vertical Flag Signage  
D/F LED illuminated cabinets

COLOR SPECIFICATIONS

to match PMS 871U  
White  
Vertical wall support  
to match Masonry wall color



GENERAL SPECIFICATIONS:

Cabinets to be fabricated from aluminum extrusion with pan formed faces. Illumination provided by white LED.

\*Letter graphics to be 2nd surface OPAQUE in project gold on translucent white field, to show gold during day and black at night.

\*Cabinets to mount projected from existing building facade in a vertical arrangement, 1 cabinet per letter. Cabinets mounted to wall supports/raceways allowing 2 total electrical penetrations in building facade.

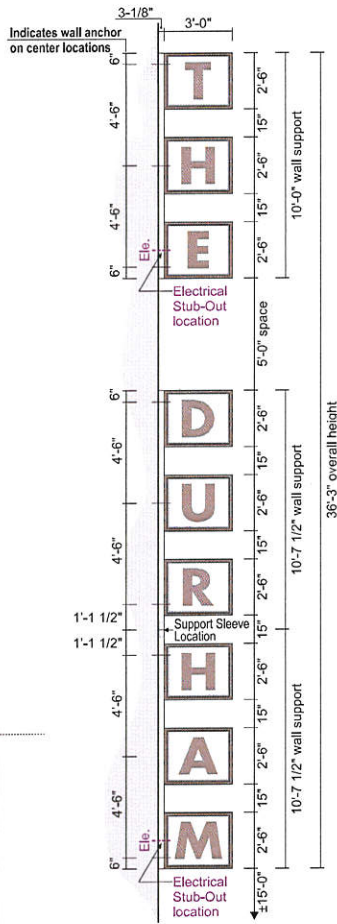
\*Matte gold paint to match existing on site, PMS 871U.

\*Futura Bold font.

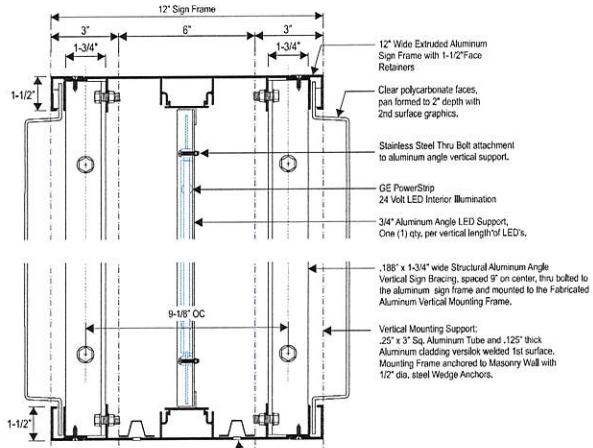
\*Sign to install starting @ height of original.  
Dimensions to be provided.



Installation Example

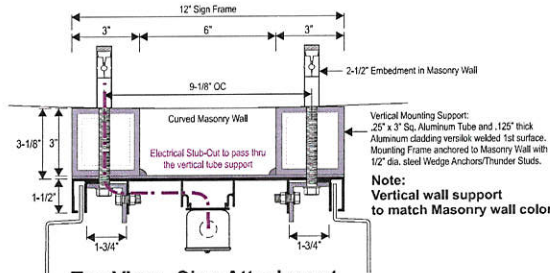


Elevation  
SCALE: 3/16"= 1'-0"



General Detail

SCALE: 3/16"= 1"



Top View - Sign Attachment

SCALE: 3/16"= 1"



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Client Review Status

Allen Industries, Inc. requires that an "Approved" drawing be obtained from the client prior to any production release or production release revision.

☐ Approved ☐ Approved as Noted ☐ Revise & Resubmit

Name \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

Notes

01/29/15 R6 - BH  
01/29/15 R7 - BH

Date / Description

10/27/14 Issue Date  
11/14/14 R1-BH  
12/10/14 R3-SPN  
01/21/15 R4-SPN  
01/26/15 R5 - BH

Project Information

Client The Durham Hotel  
315 E Chapel Hill St  
Durham NC 27701  
File Durham Hotel ARCH.353  
Sales EW Design BH PM GL

**Allen Industries**  
Corporate Identity Programs  
Architectural Signage Division  
4100 Sheraton Court, Greensboro, NC 27410  
Phone 888-294-2007 Fax 336-294-4333  
Because Image Is Everything™





REAR

LEFT

RIGHT

315 E Chapel Hill St

FRONT

Google

1993

Imagery Date: 3/30/2014 35°59'49.81" N 78°54'03.44" W elev 397 ft eye alt 7'



Front and Left Elevations





Front and Left Elevations





Close up Front Elevation





Front and Right Elevations





Right Elevation



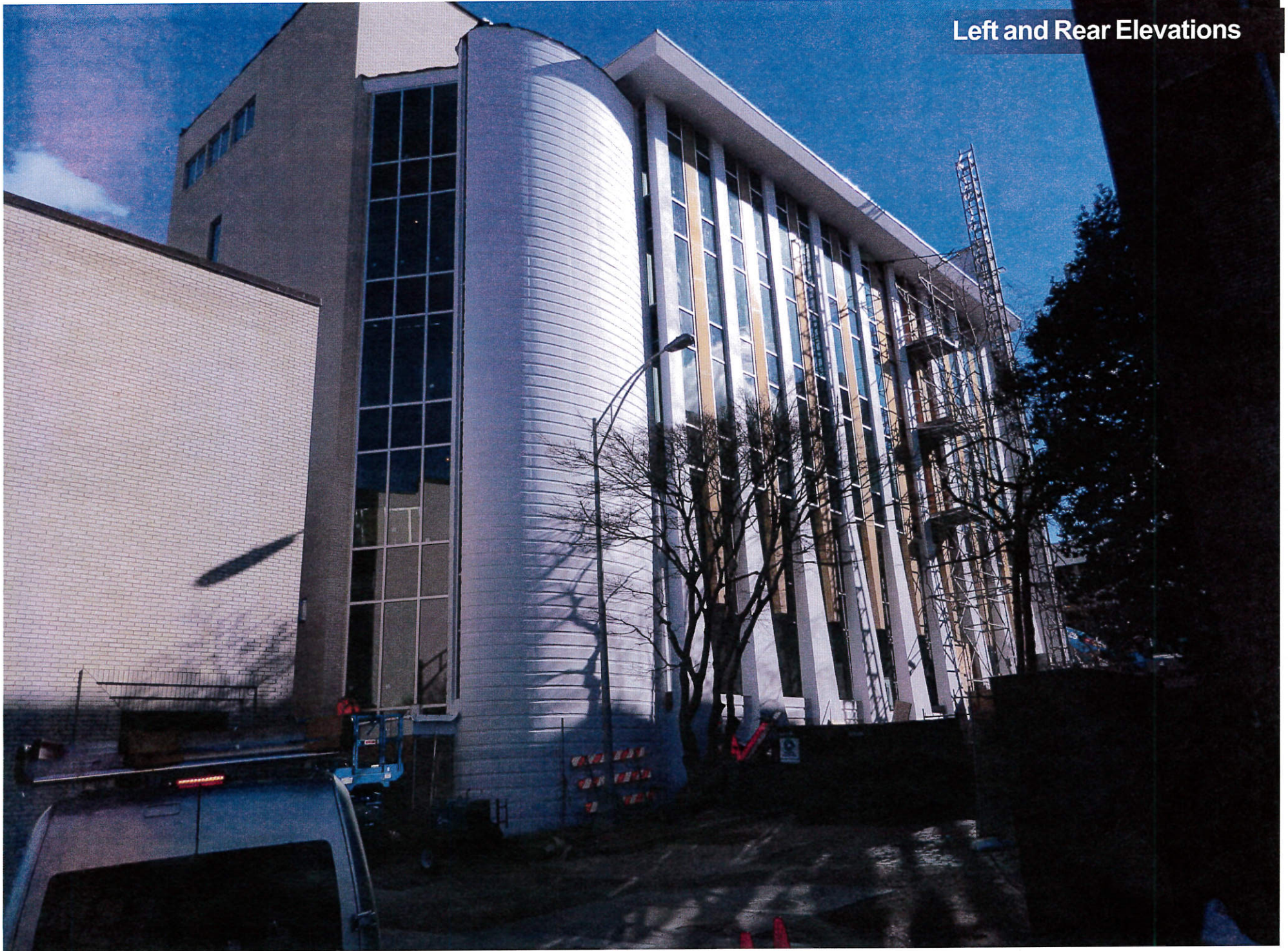


Left Elevation





Left and Rear Elevations



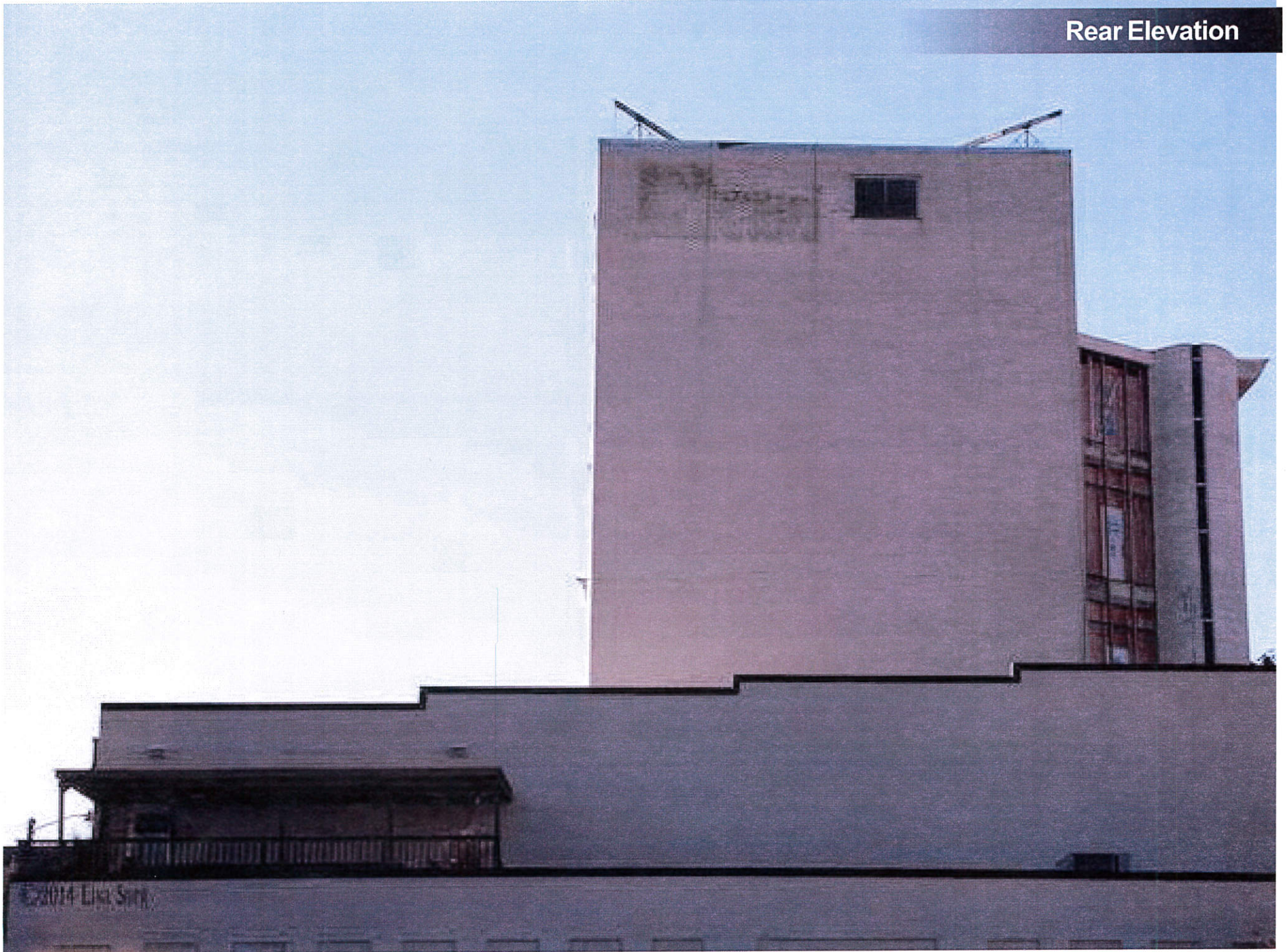


Rear Elevation

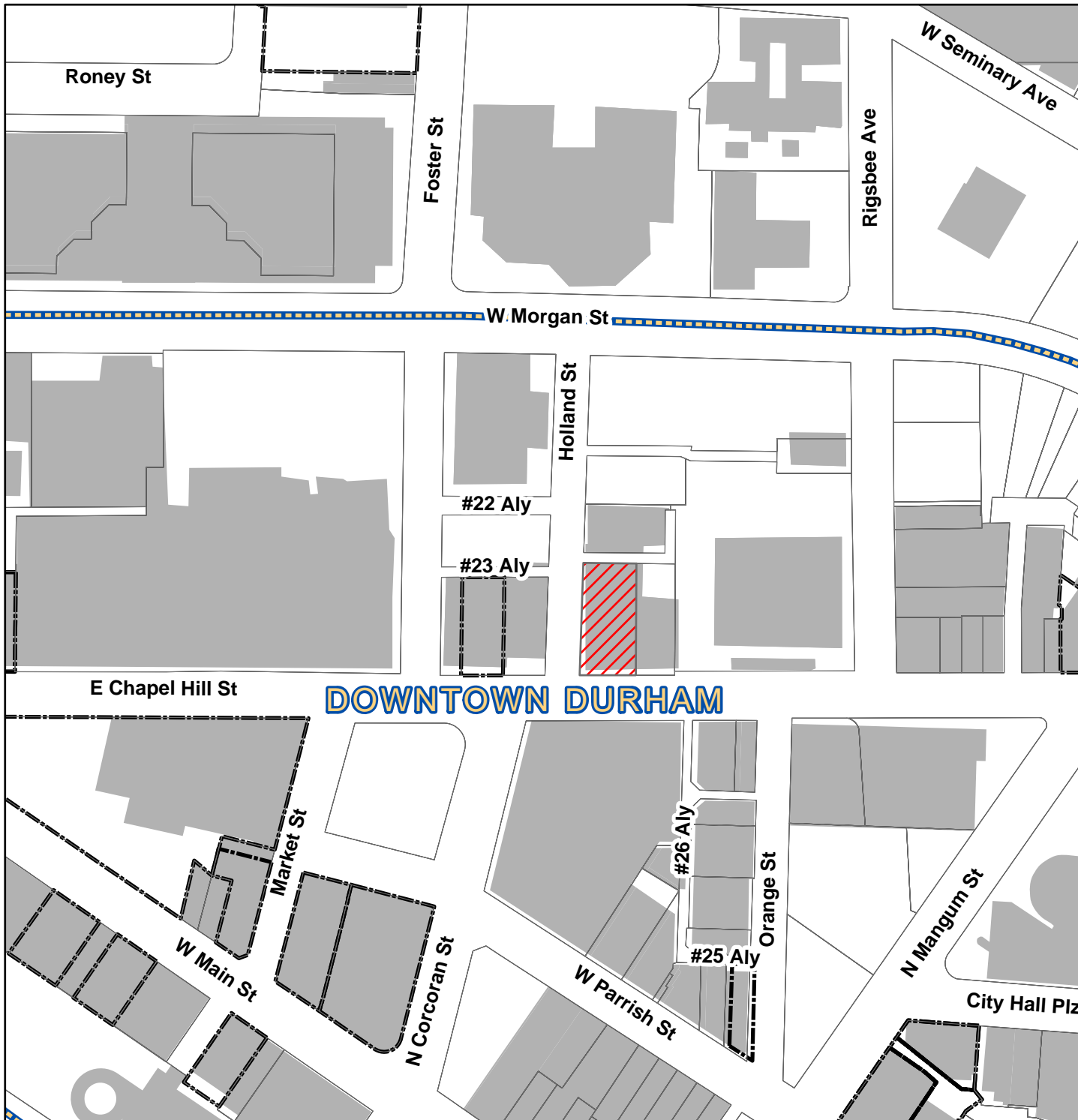









Rear Elevation





**Context Map: COA1500017**

315 East Chapel Hill Street  
0821-08-97-2898

-  Case Area
-  Parcel Lines
-  Building Footprint
-  Local Historic District
-  Local Historic Landmark

